FIG.1

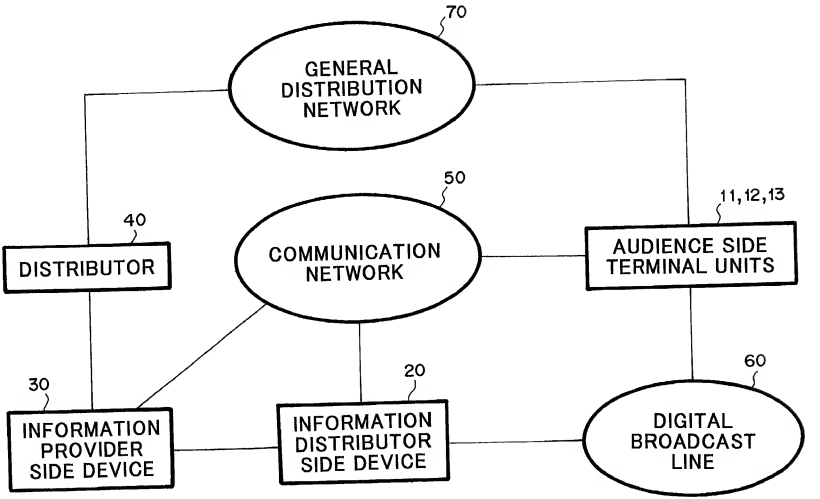
70
GENERAL DISTRIBUTION NETWORK
50
COMMUNICATION NETWORK
11,12,13
AUDIENCE SIDE TERMINAL UNITS
40
DISTRIBUTOR
30
INFORMATION PROVIDER SIDE DEVICE
20
INFORMATION DISTRIBUTOR SIDE DEVICE
60
DIGITAL BROADCAST LINE

FIG.2

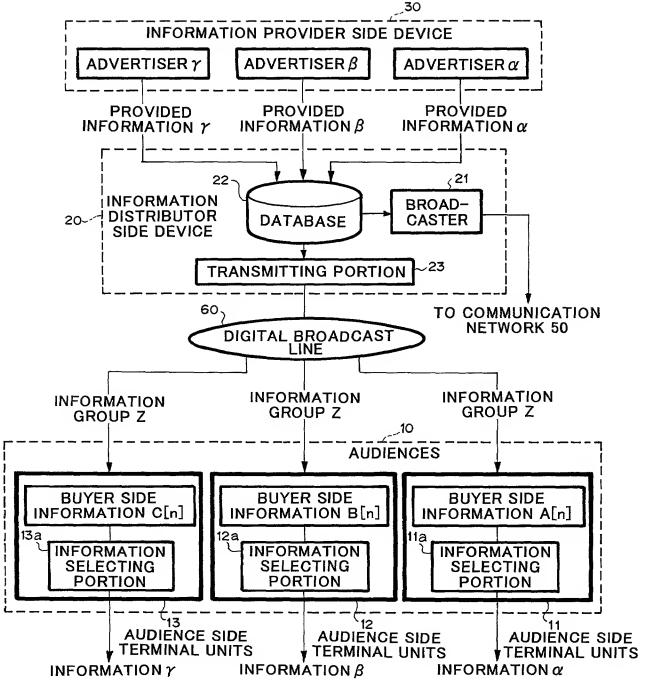
30
INFORMATION PROVIDER SIDE DEVICE
ADVERTISER γ
ADVERTISER β
ADVERTISER α
PROVIDED INFORMATION γ
PROVIDED INFORMATION β
PROVIDED INFORMATION α
22
21
20
INFORMATION DISTRIBUTOR SIDE DEVICE
DATABASE
BROAD-CASTER
TRANSMITTING PORTION
23
60
DIGITAL BROADCAST LINE
TO COMMUNICATION NETWORK 50
INFORMATION GROUP Z
INFORMATION GROUP Z
INFORMATION GROUP Z
10
AUDIENCES
BUYER SIDE INFORMATION C[n]
BUYER SIDE INFORMATION B[n]
BUYER SIDE INFORMATION A[n]
13a
12a
11a
INFORMATION SELECTING PORTION
INFORMATION SELECTING PORTION
INFORMATION SELECTING PORTION
13
12
11
AUDIENCE SIDE TERMINAL UNITS
AUDIENCE SIDE TERMINAL UNITS
AUDIENCE SIDE TERMINAL UNITS
INFORMATION γ
INFORMATION β
INFORMATION α

FIG.3

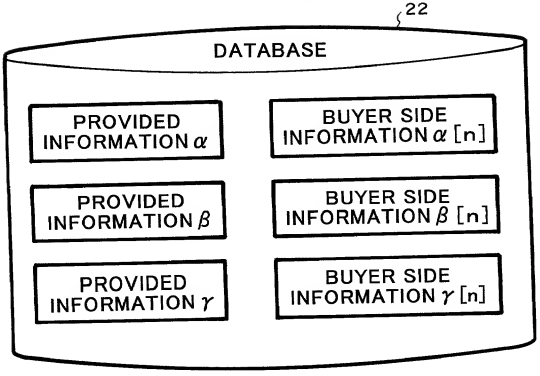
22
DATABASE
PROVIDED INFORMATION α
BUYER SIDE INFORMATION α [n]
PROVIDED INFORMATION β
BUYER SIDE INFORMATION β [n]
PROVIDED INFORMATION γ
BUYER SIDE INFORMATION γ [n]

FIG.4

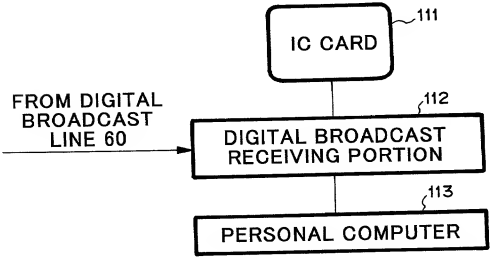
111
IC CARD
FROM DIGITAL BROADCAST LINE 60
112
DIGITAL BROADCAST RECEIVING PORTION
113
PERSONAL COMPUTER

FIG.5

$\alpha[n]=\{\alpha 1, \alpha 2, \alpha 3 \cdots \alpha n\}$
$\beta[n]=\{\beta 1, \beta 2, \beta 3 \cdots \beta n\}$
$\gamma[n]=\{\gamma 1, \gamma 2, \gamma 3 \cdots \gamma n\}$

FIG.6

A[n]={A1,A2,A3···An}
B[n]={B1,B2,B3···Bn}
C[n]={C1,C2,C3···Cn}
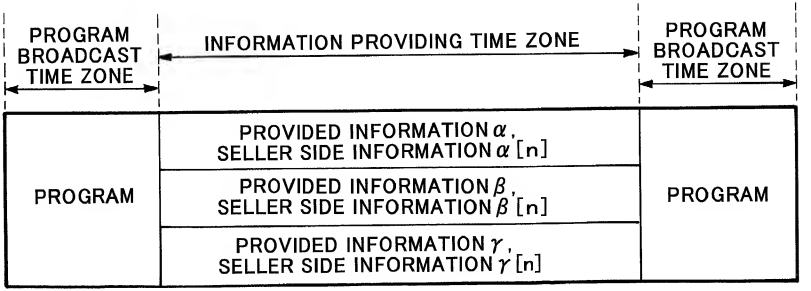
FIG.7